

# Kaushik Panchal

## Design Strategy Leadership

Kaushik Panchal is an accomplished user experience design leader, working across mobile, TV, web and print for some of the most notable companies in technology. Collaboration, design thinking, prototyping and leadership are core components of his process. He has held design lead positions at companies including Apple, Yahoo, Method & Intersection, creating intuitive and compelling experiences.

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### Intersection Senior Design Director

9/2016 - 11/2018

Leading digital design projects that connect devices, data, digital services, and the built environment of cities and districts. Creating digital / physical experience strategy and service / product design.

### User Experience Director / Consultant

1/10 - 8/16, 12/18 - present

Led user experience and strategy projects for clients ranging from large companies including Turner, Thomson Reuters, Cablevision and Comcast, to healthcare and fitness start-ups. Created strategy plans, concept models, prototypes, and detailed design for user interfaces.

### Method Director of User Experience

11/2007 - 11/2009

Led User Experience for Method in NYC. Developed the user experience team and led cross-disciplinary teams on large-scale projects for organizations including PBS, CNN, and Scholastic. Led the design for many multi-channel content-streaming projects, including PBS's online web and video platforms, and both Time Warner and Comcast's multi-platform on-demand and live TV experiences. Created a set of best practices for design processes and was integral to new business development.

### Apple Lead Interaction Designer

7/2006 - 10/2007

Lead Interaction Designer for the online store's interaction design team. Created new UI solutions by developing conceptual models, leading across groups and through regular collaboration with the online store executive team.

### Yahoo Senior Interaction Designer

8/2004 - 6/2006

Interaction design team lead on projects from SBC Yahoo! Browser to Yahoo! Member Center. Developed first prototypes for Yahoo! TV applications and new strategies for Yahoo! search.

### Funny Garbage Senior Interaction Designer

3/2000 - 7/2004

Creative lead and architect on a wide variety of web and interactive TV projects, with clients ranging from Bloomberg.com to the New York School of Visual Arts.

### BBC Multimedia Designer

6/1998 - 3/2000

Designed interactive pilots / broadcast services, and was an integral part of the first BBC Wimbledon interactive broadcast.

### Hardlight Multimedia Designer

1/1995 - 6/1998

Designed and architected CD-ROM interactive experiences. Created motion transitions, 3D models and programming database back- and front-end interfaces.

### Skills

Interface design  
Service Design  
Creative team lead  
New business development  
Prototyping  
User Research

### Education

1990 - 1994  
Product Design BSc (Hons) 2:1  
University of Westminster